



U.S. Department of Energy
**Energy Efficiency
and Renewable Energy**

Bringing you a prosperous future where energy
is clean, abundant, reliable, and affordable

EERE Exhibit Guidelines

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GRAPHIC GUIDELINES

Overview

The goal of EERE exhibits is to display themes in a concise, informative, appealing, and accessible way to large audiences. As part of our effort to extend the EERE graphic identity that is now part of how we ‘brand’ our web sites and print materials, we have developed exhibit graphic standards.

These standards govern the design of EERE exhibits and displays used at conferences and trade shows. They provide direction for the application and placement of certain EERE-core identity elements and have been developed to provide sufficient flexibility to accommodate the great range/types of exhibits and displays that all our programs use.

Please follow these guidelines and use the approved downloadable digital artwork when representing the EERE brand.

Additional Guidelines and Downloads

The EERE Communications Standard Web site offers downloadable guidelines and reproduction templates for various configurations of the exhibits/displays. Templates are provided in various, **editable formats** and are intended to be used as a framework.

Please go to www.eere.energy.gov/communicationstandards/

Guidelines

The following core elements must be implemented consistently on all exhibit graphics.

- DOE/EERE Identifier
- Blue-Line Illustration
- Colors and Fonts
- Contact Information

This section provides guidelines on the application and positioning of the core elements to EERE exhibit graphics. Illustration and samples are also included and provide visual representations and color breaks for your reference. ***Selection of photos/illustrations, color of photos/illustrations (black and white, color, duotones, etc.) style/format of photos/illustrations (photo groupings, montage effects, etc.) and design/layout of all other graphic elements to the central graphic area is left up to the discretion of the designer.*** For detailed information on the core elements and to access downloadable artwork, please refer to the Print Guidelines section of this EERE Communications Standard website at www.eere.energy.gov/communicationstandards/

DOE/EERE Identifier

The DOE/EERE identifier must be positioned in the upper left hand corner of the exhibit structure graphics -- the extreme left panel or the header panel. The identifier should be used in full color and placed on a white background.

Blue-Line Illustration

The appropriate blue-line illustration should be positioned in the upper right quadrant of the structure graphics or in the upper right portion of the header panel. Please refer to the exhibit illustration on the following pages for exact positioning and color assignments.

Colors

CMYK equivalents of the EERE signature colors -- blue (PMS 2955c) and green (PMS 376c) should be used predominantly in the header and side panel. ***Application of primary and secondary colors to the central graphic area is up to the discretion of the designer.***

NOTE: Many large format output devices have color reproduction limitations. Please consult your vendor for color reference materials/color charts for optimal reproduction of the EERE signature colors.

Fonts

EERE primary typefaces -- Concorde and Helvetica Neue Condensed -- or the appropriate alternative typefaces, should be used in the design/development of the exhibit graphics. ***Please refer to the “Colors and Fonts” section of the Print Guidelines on this site for detailed descriptions and samples.***

Contact Information

A reference to the EERE website url and Information Center should always be included on the exhibit structure graphics panels. It should appear as follows:

For further information call 1-877-EERE-INF or visit www.eere.energy.gov

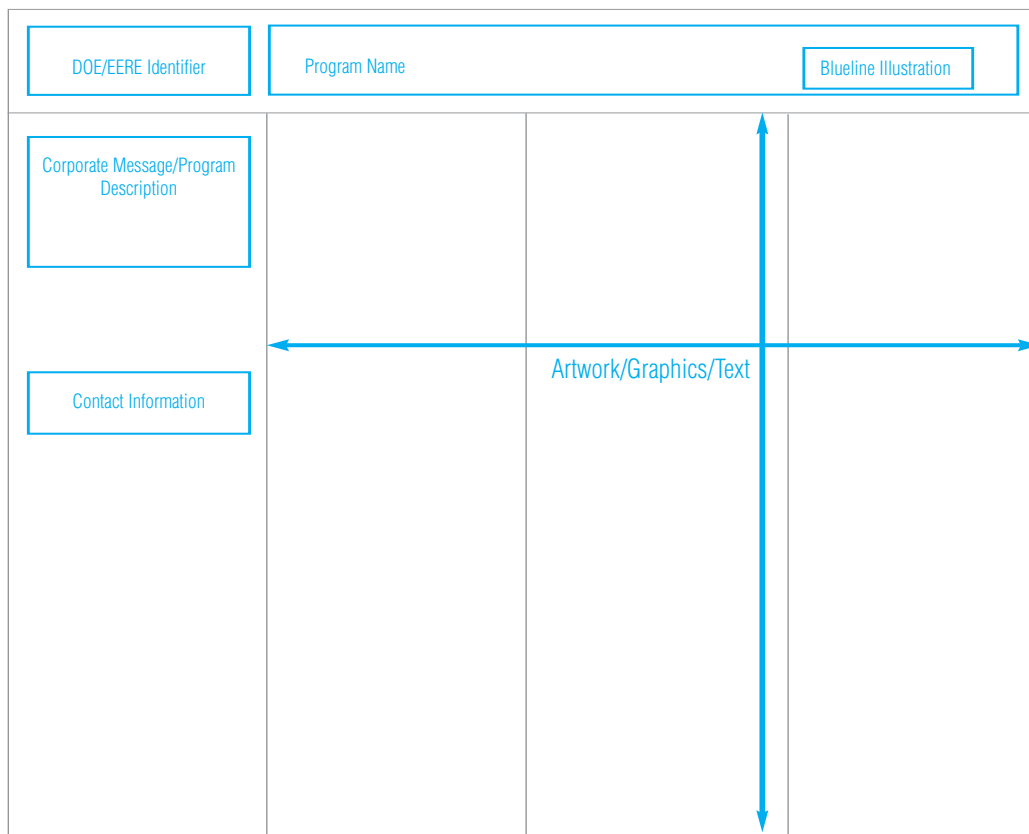
Illustrations and Samples

Application of the EERE core elements to the exhibit graphics panels is illustrated below. ***Selection of photos/illustrations, color of photos/illustrations (black and white, color, duotones, etc.) style/format of photos/illustrations (photo groupings, montage effects, etc.) and design/layout of all other graphic elements to the central graphic area is left up to the discretion of the designer.*** However, we recommend that partnership logos be positioned on the bottom 20% of the central graphic area. Layouts for both the Programs and Regional Offices have been developed. You may choose from any of the configurations below in the development of your exhibit/display graphics. Design samples are also provided for your reference.

Illustrations - Programs

8' x 10' or 4' x 7', 4 panel display

Program Exhibit -
Option 1



NOTE: The templates provided have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure.

Program Exhibit -
Option 1A

DOE/EERE Identifier		Program Name		Blueline Illustration	
Sub-Program Name	Corporate Message/Program Description	Artwork/Graphics/Text	Artwork/Graphics/Text	Artwork/Graphics/Text	Artwork/Graphics/Text
	Contact Information				

Program Exhibit -
Option 1B

DOE/EERE Identifier		Sub- Program Name		Blueline Illustration	
Program Name	Corporate Message/Program Description	Artwork/Graphics/Text	Artwork/Graphics/Text	Artwork/Graphics/Text	Artwork/Graphics/Text
	Contact Information				

NOTE: The templates provided have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure.

Program Exhibit -
Option 2

DOE/EERE Identifier		Program Name		Blueline Illustration	
<div>Artwork/Graphics/Text (including Corporate Message/ Program Description, Contact Information)</div>					

Program Exhibit -
Option 2A

DOE/EERE Identifier		Sub-Program Name		Blueline Illustration	
<div>Artwork/Graphics/Text (including Corporate Message/ Program Description, Program Name Contact Information)</div>					

NOTE: The templates provided have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure.

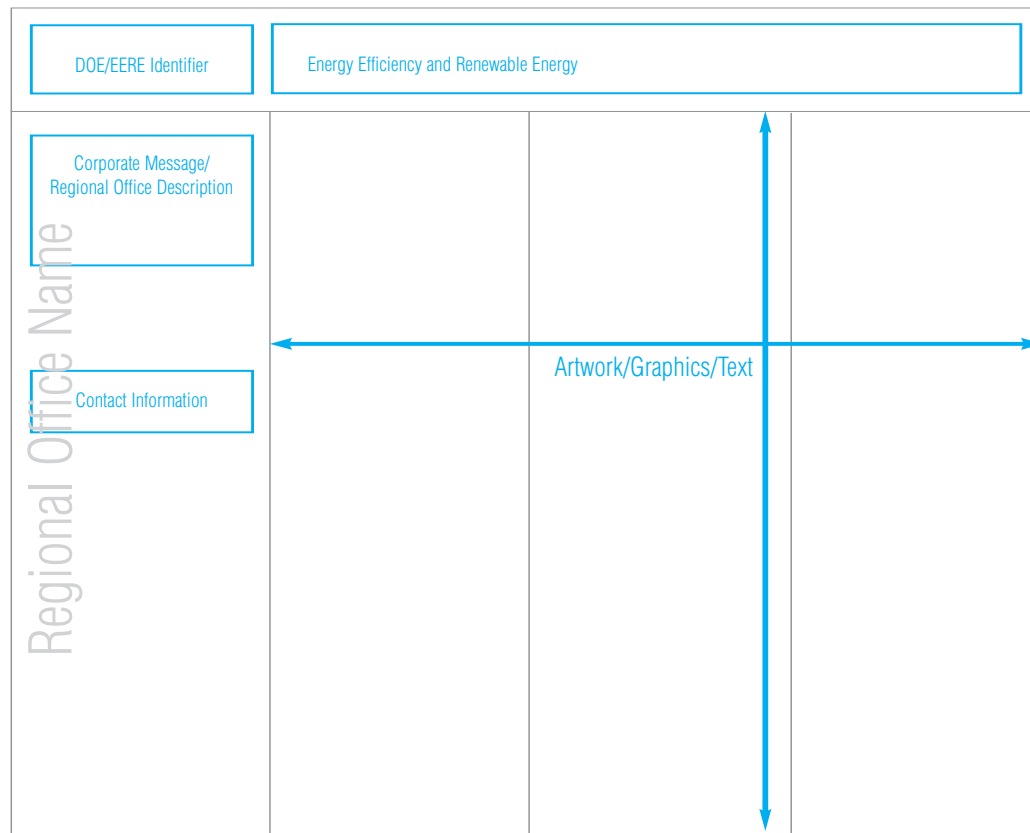
Illustrations -Regional Offices

8' x 10' or 4' x 7', 4 panel display

Regional Office
Exhibit - Option 1



Regional Office
Exhibit - Option 2



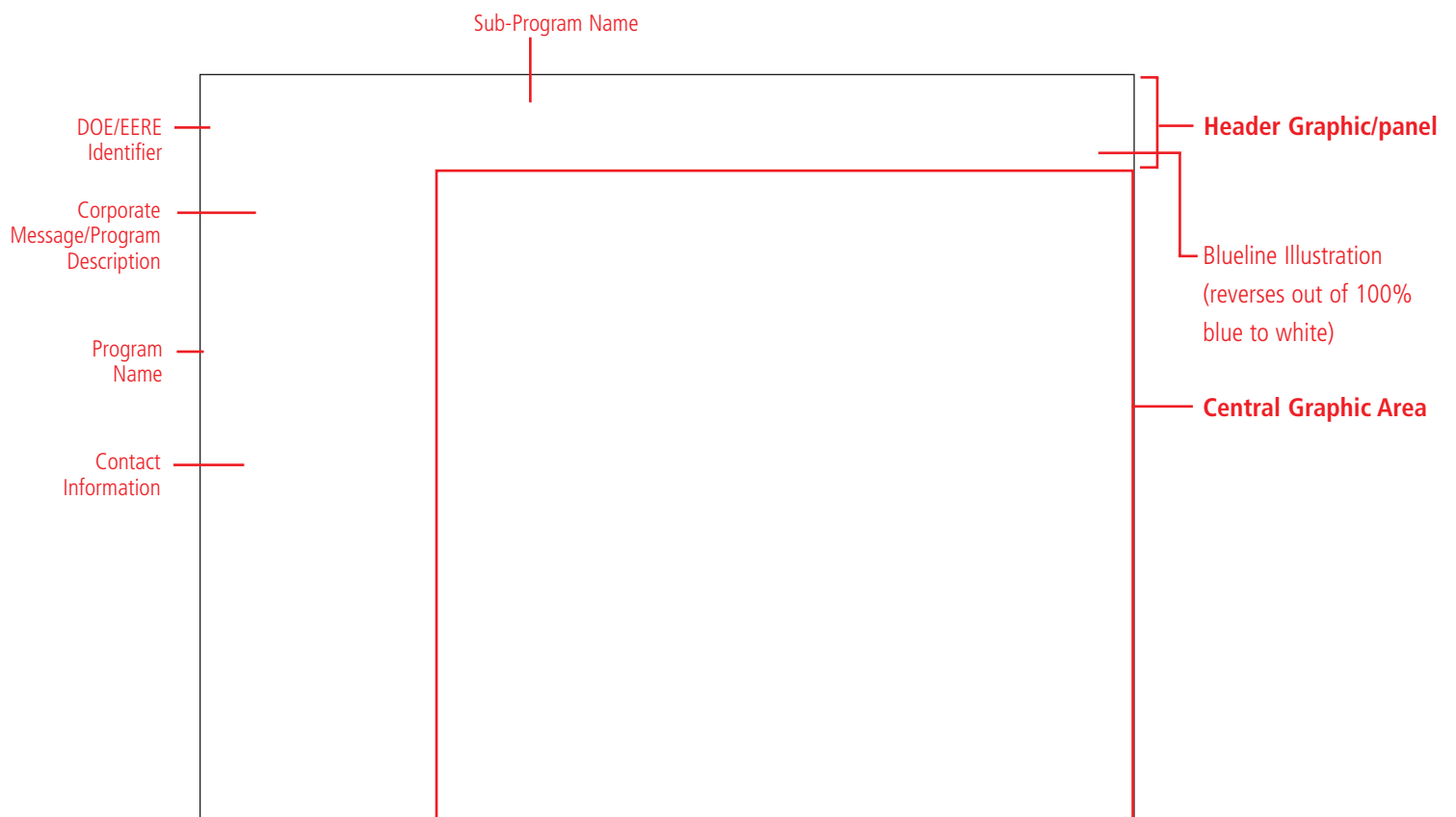
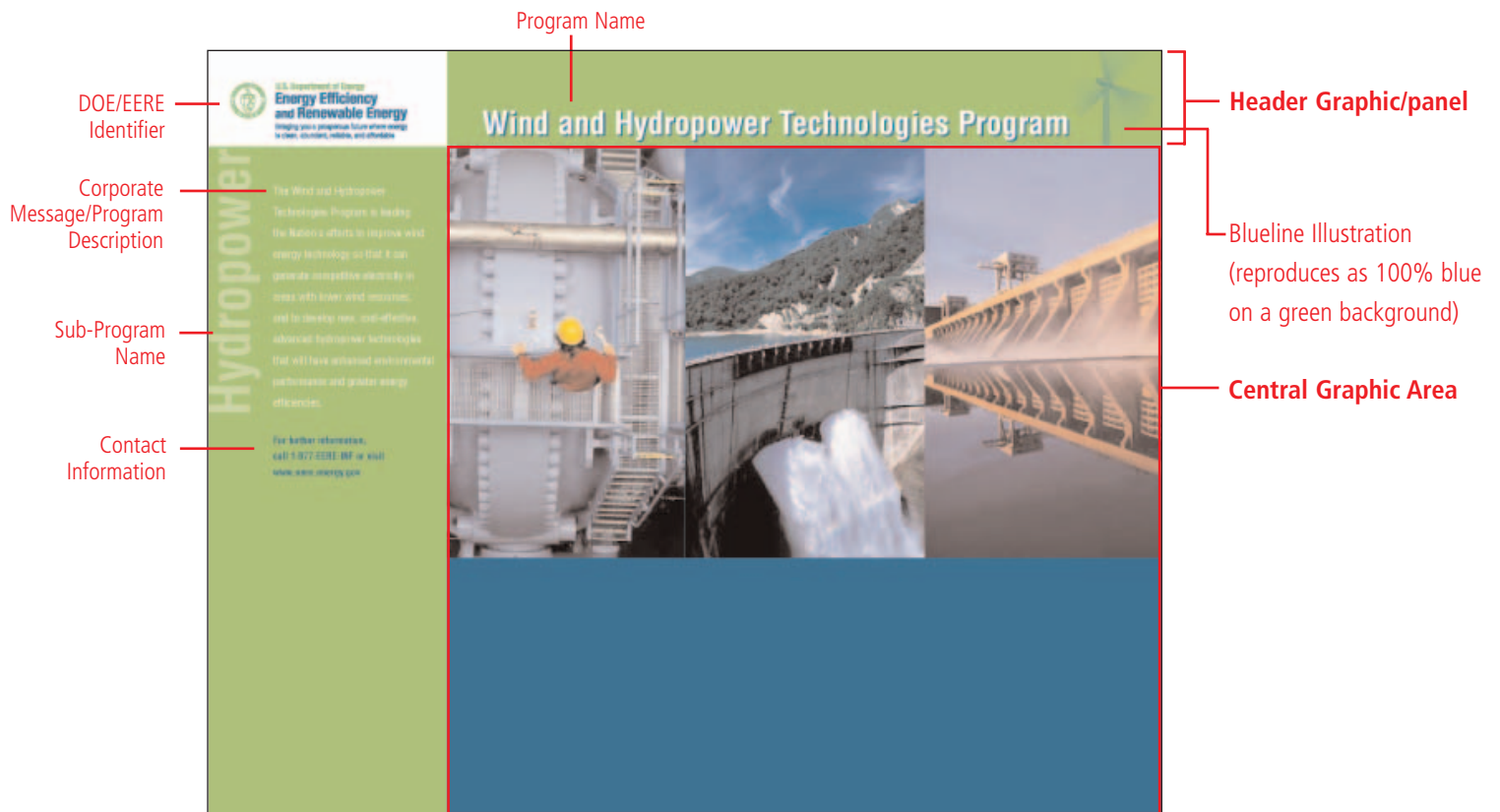
NOTE: The templates provided have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure.

Regional Office
Exhibit - Option 2A

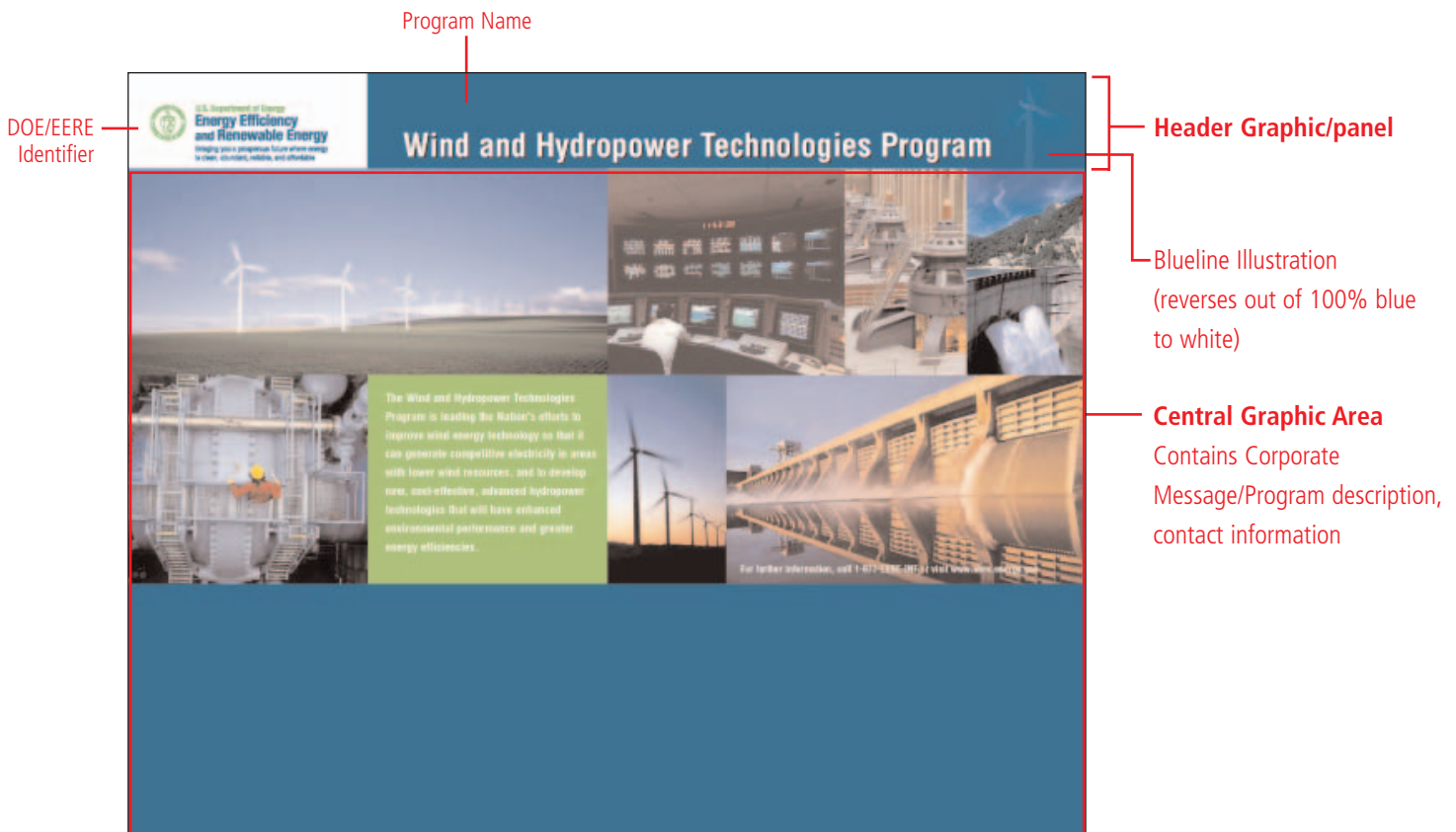
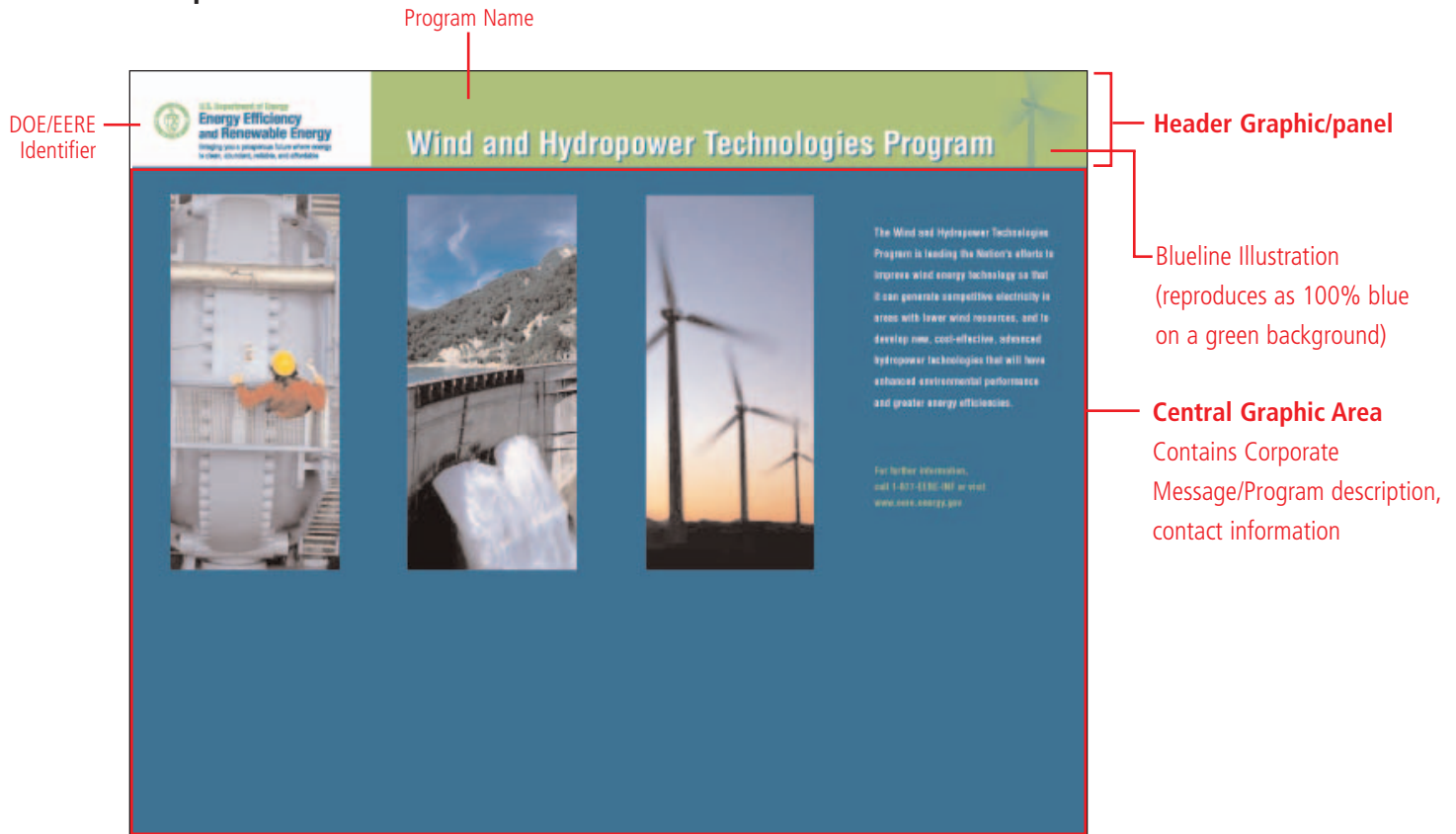
DOE/EERE Identifier		Regional Office Name	
Program Name	Corporate Message/ Regional Office Description	Artwork/Graphics/Text	
	Contact Information		

NOTE: The templates provided have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure.

Samples



Samples



Templates

Reproduction templates are currently available for the following exhibit/display configurations:

- 8' x 10' - 4 panel structure
- 4' x 7' - 4 panel table top structure

The templates are available in various formats including; QuarkXpress, Adobe Photoshop, and Adobe Illustrator files. The fonts required to edit these files are Times Roman and Helvetica Neue Condensed. ***The fonts used in these templates can also be replaced with any or the approved primary typefaces or alternative typefaces.*** The templates have been sized in proportion to a 8' x 10' - 4 panel structure with panel dimensions of 29.375" x 89.25". The header panel is integrated, approximately 10" x 117.5". The 4' x 7' table top structure template panel dimensions are 22" x 42". Minor sizing adjustment to the templates may be required to accommodate the exact configuration and dimensions of your program's existing structure. To access the downloadable reproduction templates, go to www.eere.energy.gov/communicationstandards/

8'x10' - 4 panel structure

Program Exhibit - Option 1	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 1A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 1B	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 2	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 2A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 1	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 2	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 2A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip

4' x 7' - 4 panel table top structure

Program Exhibit - Option 1	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 1A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 1B	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 2	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Program Exhibit - Option 2A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 1	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 2	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip
Regional Office Exhibit - Option 2A	QuarkXpress.zip	AdobePhotoshop.zip	AdobeIllustrator.zip